



Welcome to Covered California

COMMUNITY OUTREACH NETWORK NEWSLETTER

NEWSLETTER #1 JULY & AUGUST 2013



MESSAGE FROM THE EXECUTIVE DIRECTOR

Welcome to this first edition of the Covered California™ Community Outreach Network newsletter. I am Peter V. Lee, the executive director of Covered California, California's health benefit exchange.

This is a historic time for all Americans. Health care reform is under way because of the federal Patient Protection and Affordable Care Act of 2010.

Covered California is a public agency tasked with creating a new health insurance marketplace under the Affordable Care Act. Many individuals and families will be eligible for premium assistance to help lower the cost of health care coverage.

Our mission at Covered California is to increase the number of insured Californians, improve health care quality, lower health care costs and reduce health disparities for all. Californians will be able to purchase insurance starting this October, with coverage that will begin in January 2014.

In the upcoming months, we will work with small and large businesses, labor unions, community leaders, faith-based organizations and private and nonprofit entities to educate consumers on affordable health care coverage options.

You can expect to see us at town hall forums, grassroots events and community functions. Additionally, our presence will be felt via the Web and call centers; through partnerships with Certified Educators and Certified Enrollment Counselors; and through a network of community organizations, collectively known as the Covered California Community Outreach Network.

In this issue, you will read about our implementation plans, including announcement of the 13 health insurance companies offering plans in our marketplace, the outreach and education grant award recipient organizations, the introduction of the Community Outreach Network and more.

We hope our message inspires you to visit our website at www.CoveredCA.com.

Sincerely,
Peter V. Lee

Want to Get Involved With the Covered California Community Outreach Network?



The Community Outreach Network is composed of non-compensated local organizations and stakeholders who will partner with Covered California™ to raise public awareness about the new health insurance marketplace. Serving as trusted messengers of Covered California, the Community Outreach Network will support the enrollment activities that will occur under Covered California's Outreach and Education Grant Program through multiple partnership events, regional meetings, webinars, conferences, social media and public relations efforts.

The Community Outreach Network is a critical way for Covered California to proactively engage organizations that represent the strategic entry points where the target populations work, live, shop and play.

Covered California invites all interested stakeholders and community-based organizations to join and be a part of the statewide Community Outreach Network. To learn more about how your organization can participate, send your request to CommunityOutreachNetwork@covered.ca.gov.

Stay tuned — a Community Outreach Network webinar will be held in mid-August with more information.

Helping Consumers Navigate the Enrollment Process: Covered California Enrollment Assistance Program

The Covered California™ Certified Enrollment Assistance program will be implemented statewide. Composed of trusted and known organizations, it will build a “culture of coverage” to help millions of Californians enroll into affordable health insurance. These organizations will be known as the Covered California Certified Enrollment Entities.

Certified Enrollment Entities’ employees and volunteers will be fingerprinted and undergo background checks. They will be trained and certified, in order to ensure that they are equipped with expertise and information to successfully help consumers enroll into coverage. They will be known as the Covered California’s Certified Enrollment Counselors.

Covered California’s Certified Enrollment Counselors will:

- engage organizations to help consumers learn, navigate and apply for health insurance plans offered by Covered California health insurance companies
- motivate consumers to take steps to enroll into Covered California

- provide one-on-one, in-person assistance to help California’s diverse populations learn about their health insurance coverage options in culturally and linguistically appropriate manners
- help Covered California connect with millions of uninsured Californians.

Certified Enrollment Entities Recruitment

Covered California is recruiting entities and organizations that serve Covered California target populations to apply as Certified Enrollment Entities. Certified Enrollment Entities will be paid \$58 for each successfully enrolled Covered California application.

Are you interested in becoming a Covered California Certified Enrollment Entity?

Organizations interested in becoming a Certified Enrollment Entity should fill out the “Certified Enrollment Entity Interest Form” at bit.ly/1bj2Krx.

Representatives from the following entities or organizations may serve as Certified Enrollment Counselors:

- chambers of commerce
- city government agencies
- commercial fishing and industry organizations
- community clinics
- community colleges and universities
- county health departments
- faith-based organizations
- hospitals*
- Indian Health Services facilities
- labor unions
- licensed health care clinics, institutions, providers*
- nonprofit community organizations
- ranching and farming organizations
- resource partners of small businesses
- school districts
- tax preparers
- trade, industry and professional organizations
- tribal organizations

** Except for nonprofit, these entities are not eligible to receive compensation through Covered California.*

For more information, please call the Covered California Certified Enrollment Assistance Program Help Desk at (888) 402-0737.

Covered California Signs on 13 New Health Plan Partners

Covered California™ has selected 13 diverse health insurance companies — representing a mix of large nonprofit and commercial plan leaders — to offer affordable, quality health care coverage in 2014 to millions of Californians.

Starting in October, consumers will be able to compare quality health insurance plans from four basic levels of coverage — Bronze, Silver, Gold and Platinum — and select a plan based upon the costs, deductibles, copays and out-of-pocket maximum that best meet their needs.

“This is a home run for consumers in every region of California,” said Peter V. Lee, executive director of Covered California. “Our active negotiating will not only benefit potential enrollees to Covered California, but will benefit all Californians by making health care affordable.”

For a full list of health insurance companies and the premium rates for 2014, visit our website at bit.ly/1abU5u2.



From left: Paul Markovich with Blue Shield; Ingrid Lamirault with Alameda Alliance for Health; Melissa Hayden Cook with Sharp Health Plan; Molly Coye with UCLA Health; Peter V. Lee, executive director of Covered California; Diana Dooley, Covered California Board chair; and Betsy Imholz with Consumers Union gathered in Sacramento on May 23, 2013, to announce the new health care partners. The health plans include large nonprofit and commercial plan leaders.



Online Calculator Helps Estimate Health Insurance Cost

Earlier this year, Covered California™ launched a new website (www.CoveredCA.com) to help consumers learn more about affordable health care options available to them beginning January 2014. The website contains fact sheets available in 13 languages: English, Spanish, Chinese, Korean, Vietnamese, Tagalog, Arabic, Armenian, Farsi, Hmong, Khmer, Lao, and Russian.

A key function of the website is a cost-estimate calculator. This tool helps individuals estimate potential health insurance monthly premiums for 2014, as well as the amount of premium assistance available from the government when purchasing coverage through the Covered California health insurance companies. Premiums are shown for a "Silver plan," but individuals can choose to purchase a more generous or less generous plan. To find out more about health plan benefits, visit the Health Benefits Comparison Chart or the Health Plan Benefits Summary for those eligible for lower cost sharing on a sliding scale.

To use the calculator, simply enter your personal information, such as household size and total annual income, as well as the ages for you and your spouse (if applicable) and the total number of the household children under 21 and between the ages of 21-25 who need coverage.

How Much Will You Save Under the New Federal Health Law?

Complete all applicable fields for results.



HOUSEHOLD INFORMATION

Number of people in the household

Annual household income



ENROLLEE INFORMATION

Only enter members of your household who would enroll in Exchange coverage.

Age of the first adult

Age of spouse

Number of children under age 21

Number of children age 21-25



BREAKING DOWN THE MONTHLY COST

Estimated monthly silver plan premium (without subsidy)

Estimated tax credit from the government

Your estimated monthly silver plan premium



Based on the information provided, the online cost-estimate calculator (bit.ly/ZezChj) will provide an estimated monthly premium for the Silver plan insurance and determine if you'll be eligible for premium assistance (tax credit) from the government. For assistance with enrollment, consumers may go to bit.ly/11JuIBl.

The website also includes a news center with Covered California headlines, frequently asked questions and glossary of terms to help consumers understand health care. You can also check out links to Covered California's social media channels, allowing you to be connected at any time.

Covered California Awards \$37 Million in Grants for Outreach and Education

Covered California™ has teamed up with 50 grantees and more than 200 subcontractors to help educate consumers about the state's health insurance exchange. The grants are aimed at reaching diverse, underserved communities about the Covered California health insurance plans available online, over the phone or via in-person enrollment under the new health care reform law. Covered California awarded \$34 million to organizations targeting consumers and another \$3 million to organizations that reach out to small businesses qualified to provide coverage to employees through the Small Business Health Options Program (SHOP).

The Outreach and Education Grant Program establishes partnerships with key organizations, including universities, faith-based organizations, and unions that have trusted relationships with uninsured individuals. More than 5.3 million Californians are eligible for health insurance in California. The grant recipients are expected to reach approximately 9 million individuals and more than 200,000 small businesses across all 58 counties to raise public awareness about the competitively priced health insurance companies available through Covered California.

The grant recipients represent a mix of culturally and linguistically diverse groups targeting Californians where they live, shop, work and play. Covered California will train and certify staff of these funded organizations to provide outreach and education to eligible consumers throughout the state. These staff will be referred to as Covered California Certified Educators. The selected organizations will reach consumers in the following 13 languages: Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog and Vietnamese.

For a full list of grant recipients, please visit our website at bit.ly/15KdJAL.



Key Dates

We invite you to take part in the upcoming Covered California activities! For more information on upcoming town halls, please visit bit.ly/10XCcLV.

July 26 Provider Education Grant funding application due
bit.ly/ZYL034

August 8 Covered California Board meeting bit.ly/Lm6gHi

August 15 Community Outreach Network webinar
bit.ly/ZYL034

August 22 Covered California Board meeting bit.ly/Lm6gHi

September 19 Covered California Board meeting bit.ly/Lm6gHi

ABOUT COVERED CALIFORNIA

Covered California™ is the state's marketplace for the federal Patient Protection and Affordable Care Act. Covered California was charged with creating a new health insurance marketplace in which individuals and small businesses can get access to affordable health insurance plans. With coverage starting in 2014, Covered California will help individuals compare health insurance plans and choose the plan that works best for their health needs and budget. A sliding scale of financial subsidies in the form of premium assistance will be available to help reduce costs for people who qualify. Small businesses will be able to purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits.

Covered California is an independent part of state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and the Legislature. For more information on Covered California, please visit www.CoveredCA.com.

CONTACT US:

www.CoveredCA.com

info@hbex.ca.gov

(888) 975-1142



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CALIFORNIA**